

F. Rochester Chapter National Tooling and Machining Association, Phase 4 (W337)

September 17, 2009

Grantee: Rochester Chapter National Tooling and Machining Association, Inc.
("RTMA")

Beneficiary

Companies: Member companies in the Rochester/Monroe County area

ESD Investment: A grant of up to \$188,000 to be used for the cost of salaries, benefits and consultants to support the continuation of a regional strategic marketing initiative.

Project Locations: Multiple, at member company facilities, Monroe County

NYS Empire Zone (or equivalent): N/A

Project Completion: February 2011

Grantee Contact: Kevin J. Kelley, Executive Director
2485 West Henrietta Road, Suite 152
Rochester, New York 14623
Phone: (585) 292-3760 Fax: (585) 427-2796

Project Team:

Project Management	Edward Muszynski
Affirmative Action	Helen Daniels
Environmental	Soo Kang

Project Description:

Background

RTMA, a not-for-profit corporation, is a chapter of the National Tooling and Machining Association, and represents 114 companies in Monroe and eight other counties in the Finger Lakes Region. Formed in 1945, RTMA's purpose is to promote the development and improvement of the tooling, machining and contract manufacturing industries in Monroe County and Western New York. Its members range from companies with two or three employees to those with over 200 employees.

In order to compete as a region and in concert with the Buffalo and Syracuse regions, RTMA needed to adopt modern marketing methods and a strategic planning process. There is growing evidence that if these member companies do not streamline their operations to increase efficiency and lower costs, and do not adopt modern marketing techniques, many may be out of business in the next decade.

Rochester Chapter National Tooling and Machining Association, Phase 4 (W337)

September 17, 2009

This phase builds upon earlier phases of RTMA's regional initiative. The intent is to develop business for a cluster that has world-class tooling and machining capabilities, but which consists of companies that do not have comparable marketing and sales sophistication.

RTMA received previous assistance from ESD: a \$250,000 grant annually in 2005 through 2007 for Phases 1-3 of this process. All three phases were successfully completed and the funds disbursed. To date, RTMA has assessed upstate resources, researched national market opportunities, created an enhanced Web site, attended trade shows, and undertaken other outreach and promotional activities. Phase 4 will begin in late 2009.

The Project

Project activities address training needed to develop skilled industrial workers and assist graduates of Monroe Community College ("MCC") and other candidates to secure jobs with contract manufacturing and tooling/machining companies in the Greater Rochester Region. The project also continues industry marketing activities.

The objectives listed below reflect efforts to penetrate the marketplace to assist contract manufacturers and tooling/machining companies to become more competitive and profitable and better able to utilize skilled labor.

Training:

- An awareness campaign will be implemented through various media to generate applicants for both MCC's programs and for the industry;
- Four-to-six-week intensive training programs will be conducted to prepare participating candidates for entry level positions; and
- RTMA will interact with candidates to facilitate their placement and employment.

Marketing (RTMA will continue the following):

- Evaluate market opportunities for the tooling and machining companies;
- Conduct marketing at events such as purchasing fairs and trade shows to obtain more sales and undertake additional market research and positioning activities;
- Enhance and implement the strategic use of manufacturers' representatives for cluster members;
- Use a Web-based format to promote each participant and the industry; and
- Promote the industry to targeted audiences through various media.

RTMA will conduct the project over approximately a twelve-month period, and will identify and evaluate third party consultants throughout the duration of the project, either through requests for proposals or other means.

Rochester Chapter National Tooling and Machining Association, Phase 4 (W337)
September 17, 2009

Upon completion of the project, the Grantee will furnish a final report describing the impact and effectiveness of the project.

Financing Uses	Amount	Financing Sources	Amount	Percent
Salaries & Benefits	\$85,088	ESD Grant	\$188,000	100%
Consultants*	102,912			
Total Project Costs	\$188,000	Total Project Financing	\$188,000	100%

*For preparation of collateral materials, Web sites, etc.

Statutory Basis – Local Assistance:

The project was authorized in the 2008 - 2009 New York State budget and reappropriated in the 2009-2010 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee’s certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.